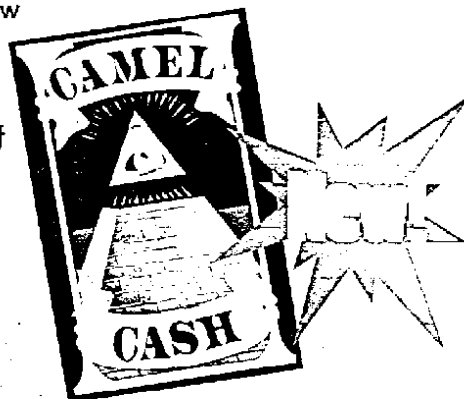


IMPORTANT NEWS!

There's New Camel Cash out there!

If you already have new C-Notes, use them to get the goods in this catalog, or save them for all the smooth stuff to come.



Spend Your Original Camel Cash Now...Or... Never.



If you still have old Camel Cash, your last chance to use it is in this catalog. When this catalog expires, so do your old C-Notes — so spend 'em all now. Catalog expires 2/28/91.

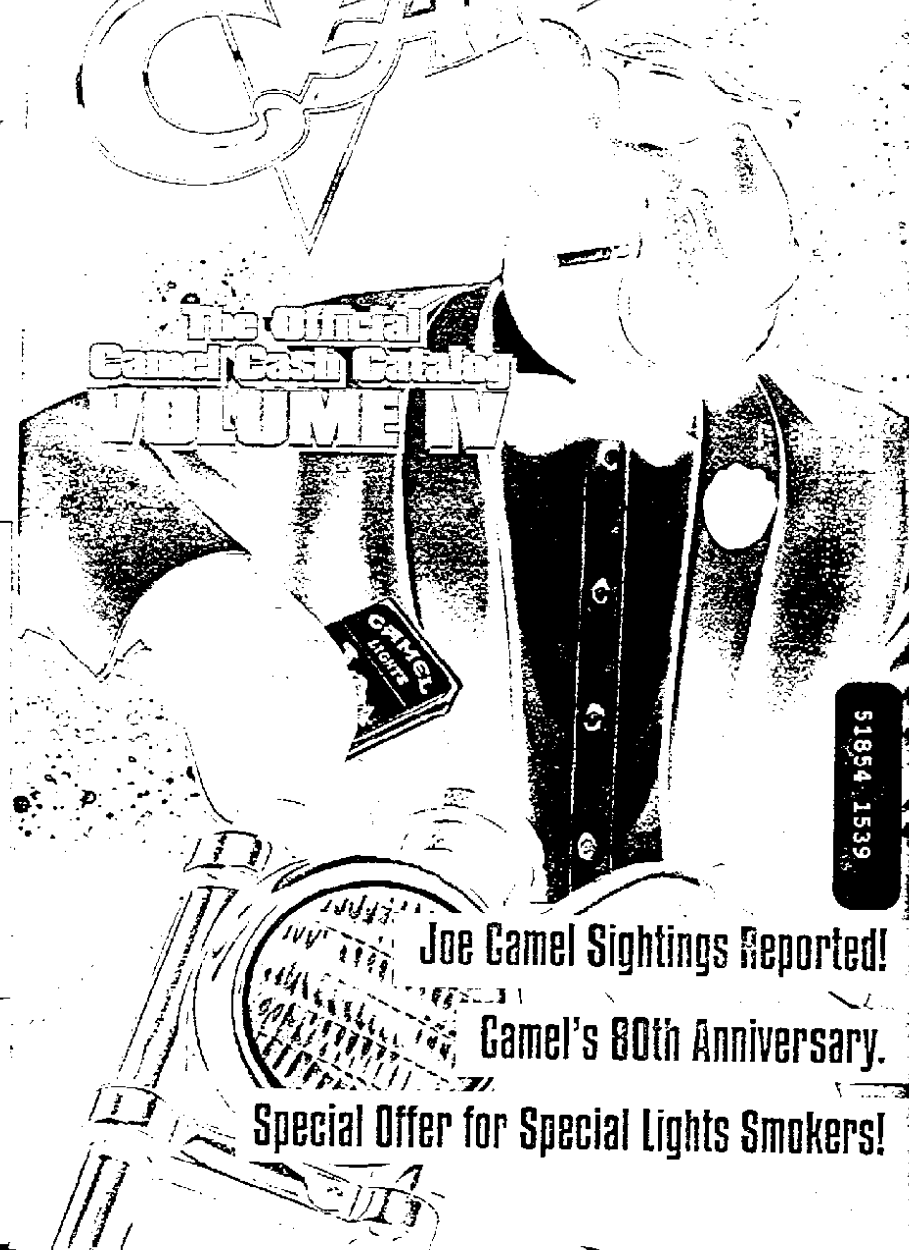
ULTRA LIGHT HARD PACK: 11 mg. "tar", 0.5 mg. nicotine, LIGHTS HARD PACK: 8 mg. "tar", 0.5 mg. nicotine, SPECIAL LIGHTS: 11 mg. "tar", 0.5 mg. nicotine, CAMEL WIDE FILTERS: 17 mg. "tar", 1.2 mg. nicotine, FILTERS HARD PACK: 12 mg. "tar", 1.2 mg. nicotine, REGULAR: 11 mg. "tar", 1.5 mg. nicotine, 20 cigarettes per 10 mg. "tar"

* 1990 © R.J. REYNOLDS TOBACCO CO.

PTD. U.S.A. 405972 D

CAMEL

The Official
Camel Cash Catalog
VOLUME IV



51854 1539

Joe Camel Sightings Reported!

Camel's 80th Anniversary.

Special Offer for Special Lights Smokers!

Mail Camel Cash IV Orders only to:
CAMEL CASH IV
P.O. Box 5978
Norwood, MN 55583-5978
Offer Expires 2/28/94

IMPORTANT

**ORDERING INSTRUCTIONS
ON OTHER SIDE.**

Offer restricted to smokers 21 years of age or older.

PLEASE PRINT CLEARLY

Name _____
Address _____
City _____ State _____ Zip _____
(Required)

ORDER WILL NOT BE PROCESSED WITHOUT BIRTHDATE & SIGNATURE

What is your date of birth? / / Today's Date? / /
Month Day Year Month Day Year

I certify that I am a smoker 21 years of age or older, and that I want to receive free offers, premiums, coupons, or free cigarettes that may be sent to me in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law.

SIGNATURE (required) _____ (print) (outside mail) (last)

☐ I do not choose to participate in this offer, but I do want to receive free cigarettes, coupons, premiums, or other offers in accordance with my signature above.

What is your usual brand of cigarettes?
(If all the truth is, I don't have one, please write "I don't know".)

Are you a regular smoker? ☐ Yes ☐ No (If "No", please specify how often you smoke.)

What size? ☐ 8's (Double) ☐ 10's (Long) ☐ 10's (Extra Long)
What does it say on the pack? ☐ Lights ☐ Ultra Lights ☐ Soft
Do you buy them in ☐ packs ☐ tins ☐ loose?

Are they? ☐ Soft pack? ☐ Hard pack?

If you're not ready to give your email, what brand is your e-mail?

801

ITEM DESCRIPTION	ITEM #	QUANTITY ORDERED	QUANTITY TOTAL	COPIES EACH	COPIES TOTAL
SPECIAL LIGHTS, SPECIAL NIGHTS					
Special Lighter	01			40	
Diamond Ashtray	02			45	
Authentic Henley Shirt (L)	03			75	
Authentic Henley Shirt (XL)	04			75	
Special Toasting Glass	05			30	
Special Collector's Match Tin	06			20	
Special Slimline Zippo®	07			60	
Ladies' Nightshirt	08			60	
HAVE YOU SEEN THIS CAMEL?					
Pool Player Cap	09			135	
Joe Pop-A-T T-Shirt (XL)	10			30	
Joe Camel White Tux Zippo®	11			70	
Pool Player Wall Clock	12			200	
Pool Player "Elbow" Mug	13			35	
Joe Camel White Tux Watch	14			100	
Hot Tub Notepad	15			15	
Joe Camel Key Chain	16			15	
Special Player Zippo® 6 Lin. Set	17			90	
Colossal Camel Matches	18			15	
CAMEL'S 80TH ANNIVERSARY					
Classic Brass Box	19			100	
Camel Necklace	20			100	
Camel Earrings	21			60	
Camel Sleep Set	22			80	
Pyramid Alarm Clock	23			75	
Camel Back Pack	24			300	
Chambray Shirt (L)	25			125	
Chambray Shirt (XL)	26			125	
Camel Mug	27			35	
Commemorative Coin	28			90	
Camel Tights	29			55	

ITEM DESCRIPTION	ITEM #	QUANTITY ORDERED	QUANTITY TOTAL	COPIES EACH	COPIES TOTAL
IT'S A HARD LIFE					
Camel Shot Glass	30			25	
Meet the Hard Pack Cigarette	31			25	
Silk Jacket (L)	32			250	
Silk Jacket (XL)	33			250	
Hard Pack Zippo® Gift Set	34			120	
2-in-1 Flashlight/Lantern	35			85	
Hard Pack T-Shirt (XL)	36			35	
HP Sunglasses MAX	37			25	
HP Sunglasses EDDIE	38			25	
HP Sunglasses BUSTAH	39			25	
HP Sunglasses FLOYD	40			25	
THE MAX & RAY SHOW					
MAX & Ray Ashtray	41			65	
Camel Windproof Lighter	42			60	
Camel Denim Jacket (L)	43			350	
Camel Denim Jacket (XL)	44			350	
WIDES Soft-Sided Cooler	45			65	
Heavy Metal Lighter Case	46			35	
Matchbook Calculator	47			65	
SMOOTH CHARACTER INVITATIONAL					
Camel GT Cap	48			30	
GT Flip Top Lighter	49			30	
Mud & Monster T-Shirt	50			30	
Camel Tire Cover	51			200	

NOTE: Camel Wides® and pants not accepted.
LIMIT: No more than 3 of any one item, maximum of 20 items per individual household or address.

51854 1539A

**All shipping and
handling costs are
paid for by us.**
Lucky you!

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Source: <https://www.industrydocuments.ucsf.edu/docs/ypin0000>

WANT YOU SEEN THIS CAMEL?



Another Joe Camel sighting reported in Los Angeles, CA among other places.

No one knows where Joe Camel will show up next. Have you seen him lately? Lots of people have. But this smooth character doesn't stay in one place for too long. So we've created some souvenirs to commemorate these famous sightings.



11. JOE CAMEL WHITE TUX ZIPPO®

"My car lighter breaks down. Joe rides up. Gives me a light. Too smooth." John C.

Genuine Zippo. Refillable. Limited edition full-color finish.

70 C-NOTES

12. POOL PLAYER WALL CLOCK

"Time flies when you hang out with Joe Camel!" Bob Z. Quartz analog clock with unique, molded-plastic face and 3-dimensional balls. 10 1/2" diameter. 2-yr. limited warranty. One AA battery included.

200 C-NOTES

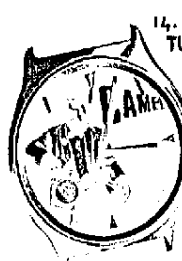
13. POOL PLAYER "ELBOW" MUG

"One night Joe & I got some black coffee—then shot pool 'til 6 a.m." David S.

Joe's elbow is also the handle of this unique mug.

14 oz. Heavy duty plastic.

35 C-NOTES

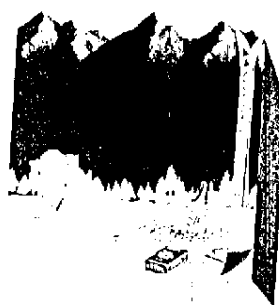


14. JOE CAMEL WHITE TUX WATCH

"Joe asked me if I had the time. I said no. He gave me his watch. What a guy!" Liz W.

This quality timepiece features quartz analog display, double-stitched leather band and 3-yr. limited warranty.

100 C-NOTES



15. HOT TUB NOTEPAD

"Joe looked so smooth I had to take notes." Nick K.

390 sheets of full-color printed paper on tear-off pad. 4" x 4" x 2".

15 C-NOTES

16. JOE CAMEL KEY CHAIN

"I was walking past valet parking when Joe pulled up. I pretended to work there just so I could park his bike." Tom N. Pewter cast medallion on leather strap.

15 C-NOTES

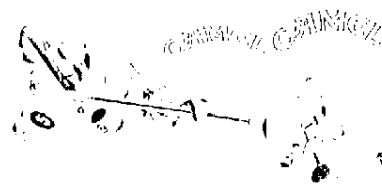


17. POOL PLAYER ZIPPO® & TIN SET

"Joe lit my Camel once. I've been dreaming about it ever since." Rose E.

Genuine Zippo. Comes in special collector's tin. Refillable. Limited edition full-color finish. Tin is 5 1/4" x 3 5/8" x 1 3/4".

90 C-NOTES



18. POOL PLAYER CAP

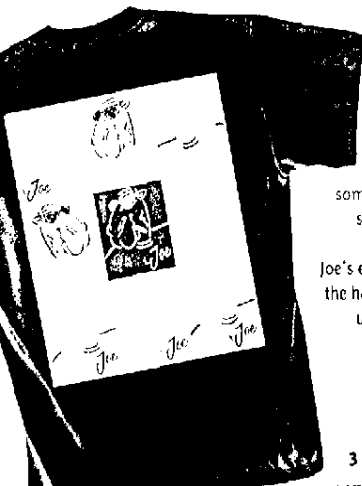
After a game of 8-ball with Joe, I realized he was a shark, not a mel." Ned L. Embroidered graphics. Solid twill. Adult size. Fully adjustable.

200 C-NOTES

19. JOE POP-ART T-SHIRT

I didn't know Joe was an artist. What subject could be smooth enough for him to paint?" Mary A. Joe Camel logo on front pocket. Adult XL.

30 C-NOTES



51854 1541

18. COLOSSAL CAMEL MATCHES

"I don't know how he did it. The place was packed but Joe lit everyone's cigarette." Ed J.

15"-long matchbook. Truly one of a kind. Contains 240 matches. Perfect for when you're with a lot of smooth characters.

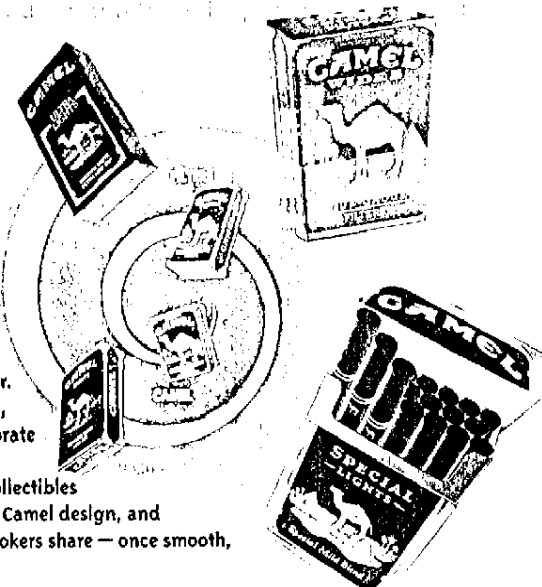
15 C-NOTES



SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

CAMEL'S

Way back in 1913, the first pack of Camels rolled off the line and into some smooth character's palm. The original pack design has been so popular, we're still using it 80 years later. (Hey, if it ain't broke, don't fix it.) To celebrate the occasion, we've created a series of collectibles based on this classic Camel design, and a belief all Camel smokers share — once smooth, always smooth.



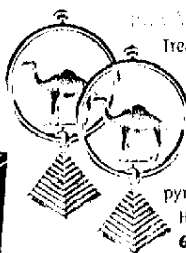
1. CLASSIC BRASS BOX

A Camel collectible guaranteed to make you shine. Solid brass with removable lid. Hand-cutout graphics. 7" x 3 1/2" x 4".
100 C-NOTES



2. GOLD CHARM

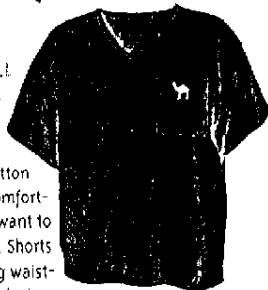
You'll look stunning wearing this gold-plated, sterling silver necklace with 3-dimensional camel charm. It's much more attractive than wearing a real camel around your neck. 20" chain.
100 C-NOTES



3. EARRINGS
Treat your ears in honor of 80 years! Celebrate with an attractive pair of limited edition Camel earrings. Gold-plated, sterling silver, 3-dimensional pyramid and camel charms. Hypo-allergenic.
60 C-NOTES

4. CAMEL SLEEP SET

Sleep in comfort — Camel-style!
This 100% cotton sleep set is so comfortable you won't want to get out of bed. Shorts have drawstring waistband. Adult size.
80 C-NOTES



23. PYRAMID ALARM CLOCK

After 80 years of being smooth, this camel deserves a nap. Limited edition quartz analog clock features "sleepy camel" graphics and glow in the dark hands.

Made of high-impact plastic with glass lens. One AA battery included. 4 1/2" x 4 1/2" x 4 1/2".
175 C-NOTES



Like Camel's original pack design, this shirt's a timeless classic, too. 100% cotton. Camel logo embroidered on pocket. Unisex. Adult L & XL.
125 C-NOTES

24. BACKPACK

A camel can carry hundreds of pounds of cargo for hundreds of miles. With this back pack, you'll never carry that much or go quite that far — but at least you'll look good. Soft pigskin leather with 3 big pouches and drawstring closure. Embossed logo.
300 C-NOTES



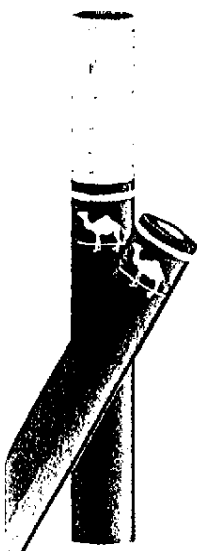
25. MUG
A fresh Camel, a fresh cup of coffee — some things never go out of style. This unique "C"-handle mug holds 14 oz. Heavy-duty plastic.
35 C-NOTES



26. COIN
After 80 years, putting an average Joe on our coin just wouldn't do. This one has Joe Camel on one side, Classic Camel on the other — a true collector's item. Eightieth anniversary edition mint-quality 1 oz. sterling silver coin, sealed in an airtight capsule. Comes in a suede pouch.
90 C-NOTES



27. LIGHTER
It's the Camel that always stays lit. This "permanent match" is truly unique. It's a genuine refillable lighter that looks just like a cigarette. Fits right into your pack. A smooth way to strike up a conversation.
25 C-NOTES



It's A Hard Life!



The Hard Pack (left to right): Floyd on saxophone and flutes; Bustah on guitar; Max on harp and vocals; Eddie on guitar.

It's not easy being a band. Just ask The Hard Pack. They'll be the first ones to tell you, a musician's life is a hard one. Is it the late rehearsals? Or the long tour schedules? Or is it the large lead singer who makes it tough to fit four into a compact car? Here's what the fellas had to say:

30. CAMEL SHOT GLASS
"I can't find any unique shot glasses to add to my collection." — Floyd
2 1/2 oz. clear glass with etched Camel logo. Unique square shape.
25 C-NOTES



31. "MEET THE HARD PACK" CASSETTE

"How do you pick your 12 greatest hits when they're all great?" — Max
Hear the smoothest act in town! This exclusive cassette is the debut recording of The Hard Pack. Contains 12 original rhythm & blues tunes, including the hits "Empty Lighter Blues" and "Don't Gimme No Cheap Cigarettes."
25 C-NOTES

32./33. SILK JACKET

"If you wanna play with style, you gotta dress with style." — Floyd
It looks good. It feels good. This attractive 100% silk jacket will always keep you in style. Embroidered classic Camel on front. Fully lined, elastic waist & cuffs. Unisex.
Adult L & XL. **250 C-NOTES**

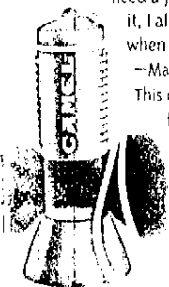


34. HARD PACK ZIPPO® GIFT SET

"I never know what to get Eddie for his birthday. He's so hard to shop for." — Bustah
This handy set comes with genuine refillable Zippo, spare flints and lighter fluid. The perfect gift for any smooth character. Limited edition full-color finish on lighter. **120 C-NOTES**

35. 2-IN-1 FLASHLIGHT/LANTERN

"I always seem to have a lantern when I really need a flashlight. Come to think of it, I always have a flashlight when I really need a lantern." — Max
This convenient 5 1/4" flashlight snaps open to a 6 7/8" lantern. Requires four AA batteries.
85 C-NOTES

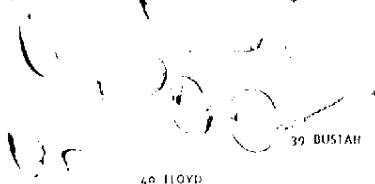


36. HARD PACK T-SHIRT

"Once we let Max do our laundry. Good thing we had those extra t-shirts lying around." — Floyd
Camel logo on front pocket. 100% cotton. Adult XL. **35 C-NOTES**



38. EDDIE



37. MAX



HARD PACK SUNGLASSES

"I can't go to the grocery store without somebody recognizing me and asking me for a cigarette." — Bustah
Limited edition replicas of the actual Hard Pack shades. Provides UV protection. Made by Panama Jack®. Adult size.

- 37. MAX — 25 C-NOTES**
- 38. EDDIE — 25 C-NOTES**
- 39. BUSTAH — 25 C-NOTES**
- 40. FLOYD — 25 C-NOTES**

51854 1543

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

THE MAX & RAY SHOW!

SPONSORED BY CAMEL

WIDES

Since starting up in a Smoothtown diner, "The Max & Ray Show" has gone from lunch time to the big time in no time. Chances are, you've heard the WIDES guys talk about their favorite smokes. Max says they're wider. Ray says they're smoother. You can argue with that. Tune in as Max and Ray share some of the smooth moments that have made them two of the heaviest talk show hosts in town.

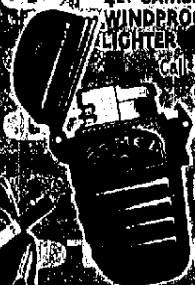
41. MAX & RAY COMIN' AND GOIN' ASHTRAY

Today's Debate: "Which is our best side?"

This two-sided glass ashtray is truly one of a kind! On one side, they're comin'. On the other, they're goin'. Just flip it!

Over 5 7/8" x 4 3/4"
65 C-NOTES

42. CAMEL WINDPROOF LIGHTER



Call-In Question: "If you're ahead in a north-south race, how many miles per hour and the wind heads south, it's miles per hour, how the heck Ray on supposed to light up a Camel W.D.E.?"

Answer: With this handy Windproof lighter, lighting up is always a cinch. Uses a special heating coil. Antique finish. Refillable. 66 C-NOTES

43. CAMEL DENIM JACKET

For any people who don't mind a little denim, this jacket won't lose. And it's really cold out, you'll warm up to this jacket. It's made of 100% cotton, heavy denim with fleece lining. Embroidered Camel logo. Metal snap closures. Adult sizes. 67 C-NOTES



44. WIDES SOFT-SIDED COOLER

Trivia Question: Name three things that will easily hold a cold drink. Answer: Max, Ray, and this insulated cooler. Keeps 12 cans of your favorite beverage nice and cold. 68 C-NOTES



46. HEAVY/METAL LIGHTER CASE

Call-In Question: "How do you make a lighter lighter, heavier?" Answer: With this nickel-plated chrome case. Etched Camel logo. Includes a lighter. 69 C-NOTES



IT PAYS TO BE SMOOTH!

Smooth Characters know where the action is - Camel Cash. It's the funny money that's no joke. So start countin' up your C-notes. If you're not too good with math, order one of these:



47. OFFICIAL CAMEL CASH MATCHBOOK CALCULATOR

It looks like a matchbook. It's really a calculator. LCD display. 15 C-NOTES



Smooth Character Invitational

MOTORSPORTS

Things were revvin' this morning when
"I was flyin', Camels were flyin' too."
Your idea of fun calls for heavy machinery
and high horsepower, Camel Motorsports
has got your number. There's plenty of
action to go around. And you're always
invited. But only if you're smooth.

50. MUD & MONSTER T-SHIRT

After a day of mud and monstrosity,
nothing goes on like a fresh
white tee. It's the only way
the "I" is worn.
Camel
Motorsports logo
on front pocket.
Adult XL size. 30 C-NOTES

48. CAMEL GT CAP

Exclusively for TEAM CAMEL members only. But we'll let
you in on one just this once. Embroidered graphics.
Solid twill. Adult size. Fully adjustable. 35 C-NOTES

49. GT FLIP TOP LIGHTER

Official lighter of the Camel GT
Series. Just flip open
the hood. This one's
gassed up and ready
to go. Camel
Motorsports logo on
back. 2 3/8" high.
20 C-NOTES

51. CAMEL TIRE COVER

Spare your spare. This weath-
erproof canvas cover will keep
dirt and mud off almost any
spare tire. It's a dirty job, but
someone's gotta do it. 25"
diameter. 200 C-NOTES

ORDER FORM

WE'LL PAY FOR SHIPPING AND HANDLING.

HERE'S HOW TO ORDER:

- Complete the original order form (on the back of this page) by filling in the quantity of items requested and the amount of Camel Cash enclosed.
- Fill in your name and mailing address on the order form. Please print clearly. (If we can't read it, you won't get it.)
- You must include your birthdate and signature. Order will not be processed without these.
- Send your order form and Camel Cash to the address below. (You do not need to fill out the back of your C-Notes to order.)

CAMEL CASH

P.O. Box 5978
Norwood, MN 55503-5978

- Be sure to include proper postage. (Anything more than a few C-Notes probably needs more than one stamp). Check it out with the post office. And make sure the envelope is big enough.
- Please allow 10 weeks for delivery. Items ordered together are not always shipped together.
- Orders must be postmarked by **2/28/94**. So move it!
- Orders for Camel Cash Catalogs 1, 2 and 3 will not be accepted. C-Notes sent with these orders will not be returned.

THE JOE CAMEL PERSONAL GUARANTEE

If your Camel Cash item does not perform to your complete satisfaction under normal use, it will be replaced at no cost to you in 10 weeks.
See premium insert for guarantee address.
Items must be returned within 90 days from the day we ship them.

Offer restricted to smokers 21 years of age or older. Consumer must pay postage when submitting order/C-Notes. No facsimiles or copies of order form or C-Notes accepted. Not responsible for lost, damaged, misdirected or postage-due mail. Please include your exact street address. UPS can not deliver to P.O. Boxes. Requests from groups or organizations will not be honored or acknowledged. Order must be postmarked by 2/28/94. Allow 10 weeks for shipment. Offer good only in U.S.A. Offer void where restricted or prohibited by law. Offer good while supplies last. Supplies are limited, so act quickly. We have the right to substitute within planned quantities. All promotional costs paid by manufacturer.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**